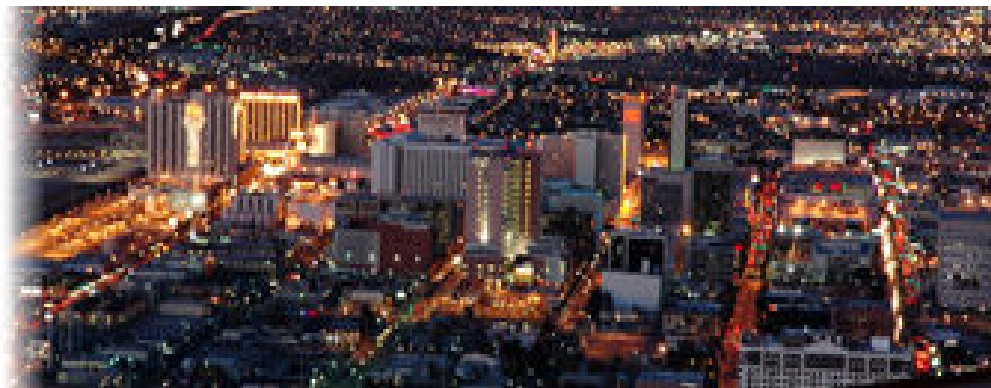


City of Las Vegas

Market Based Revenue Opportunity Program



Active Marketing Partnerships

A Division of The Active Network, Inc.

The Active Network

Founded in 1998, The Active Network (ACTIVE) is a leading provider of application and marketing services for the participatory activities and non-profit sectors.

In 2005 Public Enterprise Group Inc. merged with ACTIVE, creating a company that specializes in municipal marketing, sponsorships, promotions, special events, and technology solutions. There are now two divisions within ACTIVE that work as a team to provide municipalities with revenue opportunities.

The Goal

To raise revenue through *appropriate* marketing sponsorship/partnership programs

We understand...

- The need for sensitivity to community values
- There are policy considerations
- We acknowledge constraints – for example, existing contracts

Philosophy of a Sponsorship

Our Philosophy: develop long-term partnerships that meet the needs of clients and sponsors:

- Enhance the quality and perception of the City
- Improve the City's image while generating new City revenues

What is a Corporate Sponsorship & Marketing Program?

- A well thought-out sponsorship and marketing program is designed to produce revenues that enhance the quality of life of the community while ensuring sensitivity to community values
- A program that brings non-traditional revenue streams into City coffers without “selling out the City”

Active Marketing Partnerships

Asset Analysis

- Meet with departmental representatives and designated Staff
- Gather and review current contracts and related policies and procedures
- Conduct a creative "Blue Sky" session with key Staffers to gather unique revenue generating ideas specific to their respective departments
- Site Visitation/Inventory Assets: AMP staff inspects and evaluate facilities in search of assets offering promising marketing opportunities

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Develop Strategic Marketing Plan

- Create a Strategic Marketing Plan
- Develop and prioritize sponsorship categories
- Define category specific policies and procedures
- Develop prospective sponsorship target lists for each category of interest

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Packaging Top Prospects

- Develop top sponsorship category specific packages
- Develop customized RFPs for each category
- Develop sales and marketing collateral materials
- Presentation to Staff of category packages, RFP forms, and collateral materials

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Solicitation of Sponsorships & Partnerships

- Present marketing packages to priority prospects at national, regional and local levels
- Educate key prospects regarding the opportunity
- Conduct site visitations with each qualified prospect
- Manage the RFP process

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Negotiation, selection, and final contract

- Promote high bids through continuous communication with prospects
- Meet with Staff to evaluate prospect offers
- Organize negotiation meetings
- Advise Staff throughout the selection process
- Work with Staff Legal Department to develop Corporate Sponsorship or Partnership Contract

Active Marketing Partnerships

Implementation of Programs

- Manage roll-out
- Develop a communication structure between Client and vendor
- Develop a process to review performance
- Ongoing customer service to ensure both parties continue to benefit from sponsor relationship

The Process

PHASE I		PHASE II			
<ul style="list-style-type: none">•Meet key personnel•Blue Sky Session•Review current contracts, policies, procedures•Site visitations/ audit assets	<ul style="list-style-type: none">•Create a Strategic Marketing Plan•Prioritize categories•Define Policy and Procedure•Develop Sponsor Target List for top categories	<ul style="list-style-type: none">•With staff approval develop marketing packages•Develop custom RFP if needed•Develop sales and collateral materials•Final Staff Approval	<ul style="list-style-type: none">•Present packages to prospects•Educate key prospects•Conduct site tours with key prospects•Manage RFP/Bid process	<ul style="list-style-type: none">•Promote high bids•Meet staff to evaluate offers•Manage negotiation meetings•Advise Staff•Selection of Partner•Final Contracts	<ul style="list-style-type: none">•Manage Roll-out•Develop Communication Structure•Develop Review Process•Ongoing Customer Service

Our Distinctions

We know counties, cities and states

Our team offers:

Leadership: the first city-wide beverage deal in 1999

Full service: Audits, plan development, sponsor relationships, and downstream revenue additions

Efficiency: We produce important revenue

More experience: 38 clients served

Proven Relevant Track Record: We've added Millions of dollars in revenues for cities and counties throughout the country

Biggest Deal: \$18.4 Million for NYC's HHC is still the biggest *contractual guarantee* to a city

The Active Network

Our City of Huntington Beach Partnership with Coke received important national exposure. We then applied our unique municipal marketing methods to **Major Cities, Counties, States, Health Care Systems, Not for Profits, and School Systems.**

The New York Times

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MONDAY, NOVEMBER 29, 1999

Now, Brought to You by Coke (or Pepsi): Your City Hall

By VERNE G. KOPYTOFF

HUNTINGTON BEACH, Calif. — Beachgoers who become thirsty while strolling on this surfing town's sandy beach had better like Coke. Every vending machine on and around the beach offers only Coca-Cola beverages.

The selection is just as limited in the city's parks and civic center. As municipal property here, there is evidence that Pepsi, Coke's competitor, even exists.

In an effort to raise money, Huntington Beach in February sold Coca-Cola exclusive rights to soft drinks on its property.

California submitted proposals. The city council eventually approved Coca-Cola's proposal, which offered \$300,000 a year in cash and \$300,000 a year for in-kind maintenance.

In exchange for the money, Coca-Cola got exclusive access to sell its soft drinks, bottled water and juices on three miles of city beach, 60 parks and handful of city buildings. The company can install up to 180 vending machines on city property and use Huntington Beach's Surf City logo in its advertising.

Peter Green, the mayor, who prefers to drink tea rather than soft drinks, applauded the deal.

Sanctioning a company also raises fears of price gouging. Mr. Court said that eliminating competition on city property could allow soft-drink companies to raise prices.

Whether prices in Huntington Beach have increased since Coca-Cola eliminated its competition is unclear. For a 20-ounce Coke, the company charges \$1.50 at the beach and \$1 at City Hall.

Bob Phillips, spokesman for Coca-Cola Bottling of Southern California, based in Los Angeles, said the company's emblem.

or without competition and do not have exclusive access to the hundreds of restaurants on city property.

"People have to remember that city property is only a very small portion of the total land mass of a municipality," Mr. Phillips said. "Yes, at this park, there may or may not be a machine that carries our product. But you can walk across the street and buy Pepsi from someone else."

How much extra money...

Active Network Highlights

- Active was just named one of the top 15 agencies in PROMO magazine's 'PROMO 100.'
- Active ranked higher than agencies with much greater revenues and longer operating histories, due to its innovative programs and strong growth.
- Ongoing relationships with satisfied clients, combined with acceptance of creative programs by new clients, have resulted in a quadrupling of Active's revenue over the past two years.
- Successful relationships with hundreds of corporate brands across the nation

ACTIVE's Resources

- Promotions as a specialty
- Peer-to-Peer Marketing
- Brand Sampling
- Marketing Research
- On-line Advertising
- Field/Mobile Marketing
- Licensing
- Public Relations
- Database Marketing (Web-based/direct mail/e-mail)
- Co-Marketing/Partnership Marketing



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Who We've Worked With

